

**STAGE 2 DESIGN AND TECHNOLOGY**  
**SAMPLE STUDENT RESPONSE COMMUNICATION PRODUCTS**  
**ASSESSMENT TYPE 3: FOLIO**

KP PHOTOGRAPHY  
KUSTOM

A red ink splatter graphic is positioned to the right of the text 'KUSTOM'. It features a central dark red circular blot with several thin, radiating lines and smaller droplets extending outwards, suggesting a dynamic splash or spray of ink.

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# Student Brief.

## The Client

Client name: Kustom Photography by

Client Contact information: MB:

Client Background: Created in 2011, Kustom Photography is a small owner operator company that provides purely artistic images that can be purchased by the general public for their desired use.

## The Communication need

The client requires the creation of an artistic calendar. The client is looking for a visually stimulating calendar that will focus on the theme of forgotten and lost locations in and around Adelaide. Kustom photography requires 13 low light HDR urban photography style images that capture a variety of desolate places of Adelaide. Research will need to be done into existing urban photography that has been captured in Adelaide and other places across the globe; this will form an annotated Research for inspiration. Extensive research will also need to be done into existing calendars of urban photography and also general calendar lay outs, this will eventually form Market Research.

## The Photographic Need

I plan to execute photo shoots at various locations around Adelaide and all photo shoots must be conducted at night. The client requires 12 landscape, long exposure images. These images will eventually be placed into the artistic calendar. All images must cover the theme of forgotten and lost places.

## Purpose

The purpose of the calendar is to inform people of what the date is and to help in the organisation of social events in a home or business. Also to broaden Kustom Photography's target audience. It can also add aesthetic value to homes and offices of people who appreciate high end art.

## Audience

The target audience is people of both genders, aged from 18 to 60 that uses a calendar to plan their social activities and who also appreciate high quality artistic photography. This calendar will be on sale in news agents all over the globe and will cost around \$40 each.

## Context

The calendar will be on sale in newsagents, book shops, galleries and stalls in English speaking countries.

## Constraints

The main constraints that are faced in this project are time and the images that are required. All the photo shoots need to be done at night and this limits the amount of time that a photographer can actually shoot safely on their own. Also because it is winter, there may be many nights that are raining, and a photo shoot is hard to conduct while it is raining and this is a limiting factor. This again limits the amount of shooting time that is available. The type of images that are required is also a constraint, because the calendar is urban photography based, this limits the amount of appropriate and safe sites that are suitable to capture adequate images. The images also need to be printed using a Picpress process in an 11x17", costing around \$65. All images need to be in HDR form and this means that sets of images will need to be taken at each location, adding to the time that a photo shoot will take to complete.



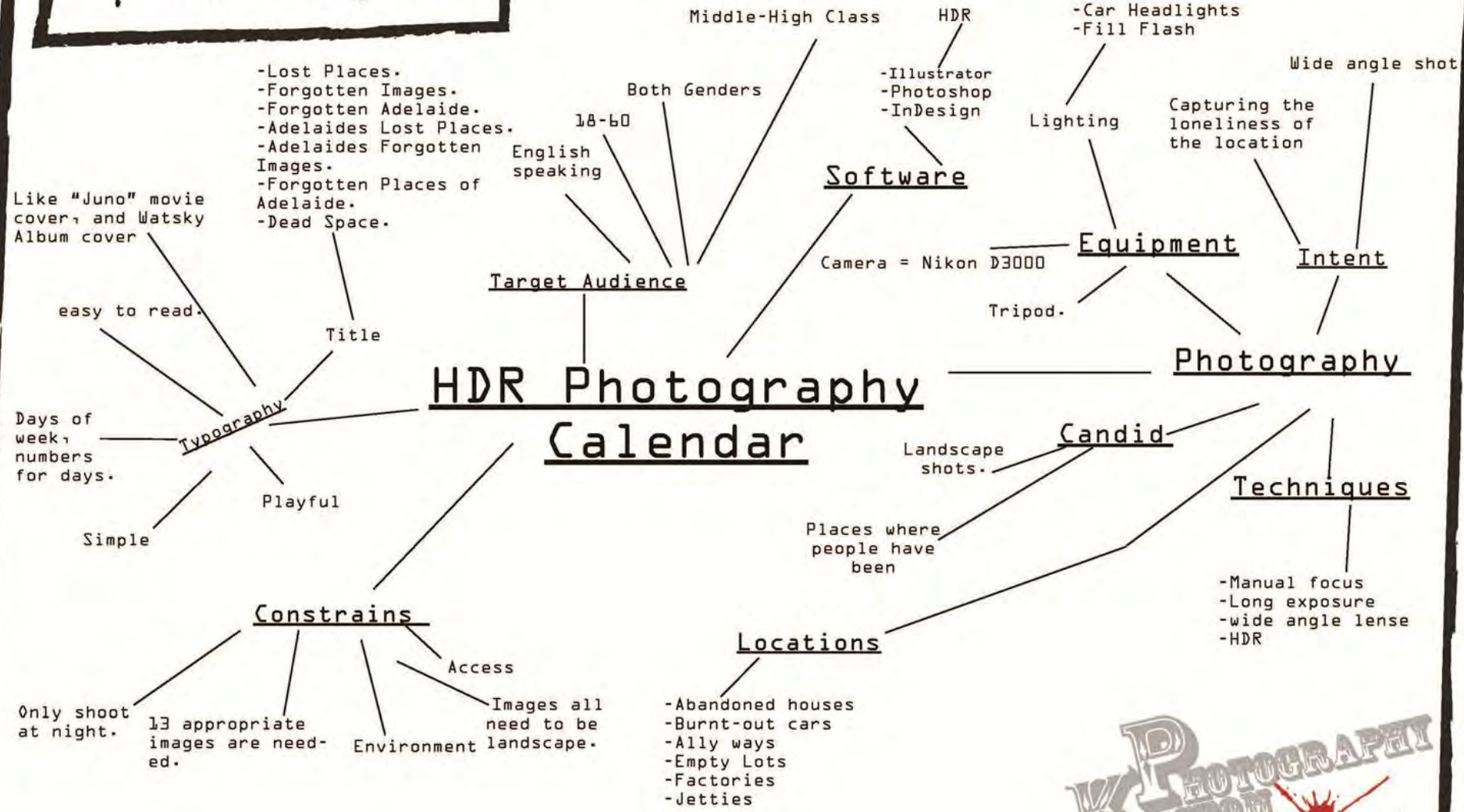
Investigating  
Well-  
considered  
identification of  
a need. (I1)

Investigating  
Considered  
creation of  
initial design  
brief, citing  
some criteria.  
(I2)



Investigation Stage

Spider Diagram.





Investigating  
Thoughtful  
investigation  
and analysis of  
characteristics  
and uses of  
existing  
products. (13)

# Market Research.

The image below is a picture of calendars in context. This is how they are found in a newsagent at the current time because it is almost the end of the year. This means that the 2012 calendars are soon to be released, so the retailers are trying to sell old product.



On the Picpress website it can be seen that an 11x17" Centre Spiral Bound Calendar costs \$40.90 + \$5.60 for a varnished finish. The paper weight is approx. 210 GSM and it should take around 10 working days to complete.  
<http://www.Picpress.com.au/products/PicpressPricelist.pdf> (page 9)

Size	Cost*	Varnish	Laminate
8x5" Top Spiral Bound	\$31.60	\$5.60	\$11.20
11x17" Centre Spiral Bound	\$40.90	\$5.60	\$11.20
11x17" Top Spiral Bound	\$64.95	\$8.40	\$16.80

Compose your photo book right now, it just takes three steps:

- Download the Software
- Design Your Book
- Upload Your Photos

**Calendars**

If it's getting hard to choose (ah yes memory), create a classic calendar with one photo featuring each month and personalised dates. Choose from a variety of fun borders to enhance your memories. Start your calendar on any month.

[All About Calendars](#)

## Wall Calendars



Create your own photo calendars.

You can put your photos on each page, select from a huge range of calendar themes and choose one or more national holiday sets from an international collection.

Add images and text to specific dates like birthdays, anniversaries, school holidays etc.

Calendars can begin at with any month of the year.

Turn Around - 10 working Days

Paper Weight - Approx. 210GSM

Size	Cost*	Varnish	Laminate
8x5" Top Spiral Bound	\$31.60	\$5.60	\$11.20
11x17" Centre Spiral Bound	\$40.90	\$5.60	\$11.20
11x17" Top Spiral Bound	\$64.95	\$8.40	\$16.80

Quantity Discount for 2-19 less 20%, 20-99 - 25%, 100+ Call for Quote



The surrounding images all show where calendars can be found in use. Image A shows a calendar in the kitchen of a home, helping organise a families events. Image B shows a calendar that is used for personal use on the side of a filing cabinet, helping on person manage their time.

Image C shows a calendar in use in an office environment, allowing a person to manage their work life.

### Wall Calendar Printing

A wall calendar can make for impressive yet affordable gifts. A4 (297 x 210mm) in size and spiral bound, they open to A3 size (420x297), this larger calendar showcases the images and allows for written messages when planning the month ahead.

You can use our existing library of royalty-free photographic or artistic images at no charge, or you can supply your own personal images.

[click on the links below to see more detail about each style](#)



style 1  
Your details, no logo



Style 2  
Your details, no logo



style 3  
Your details, with a logo

The image to the left shows what is offered by Digital Prints Australia for Wall Calendars.

The price is \$22.00 for one calendar, but this does not include postage and handling. Also there is no room for modification to the calendar, you simply place the files into the program and do not get to edit anything from there. The calendar can be printed in 7-10 working days. The paper weight is not specified.

<http://www.digitalprintaustralia.com/wall-calendar-styles/wall-calendar-styles.html>

### Desk Calendars Prices

All wall calendar and desk calendar prices include gst Prices don't include delivery - deliver prices below:

1 copy (online orders only)	\$22.00	\$22.00 ea
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Investigation Stage





# Research for Inspiration.



This image is of the Russel Industry Center in Detroit, Michigan, USA. The layout of the image makes use of the darkness and emptiness of the hallway, while still keeping the focus on the graffitied wall.



This image is of a disused traffic bridge that has a cyclist path going under it. The blurred bicyclist in the right hand side of the image is what brought my attention to this image. The photographer would have used probably about 1/2 a second exposure on this picture.

Investigation Stage



This is a picture of a the back of an abandoned car, taken at night, with a HDR effect added to it. The photographer has set the car in the centre of the image to make the image look symmetrical.

Image removed due to copyright.



[Page 6]  
This photo is of a market street late at night in Melbourne, Australia. The brightness and vibrance of the graffiti is what attracts my attention to this image. The image was taken using a long exposure. The photographer would have captured an under exposed, perfectly exposed and then over exposed image. Then merging all three in photoshop to create the one HDR image.



This image is of an abandoned train that has been set on fire. The photographer has chosen to focus on the door of the carriage making it look as if it is the only way out.

The image to the right is of George Watsky's self titled album "Watsky". The typography on this album is very attention grabbing and is quite effective in capturing the attention of the target audience.



This image is Jordy Smith and was created by David Hill for an Oneill promotion. David is a very well know photographer and creates some of the best HDR images in the world.





# Photoshop Image Manipulation.

## Image Merging



1. Open up image of eye in photoshop.
  2. Place wall image over the top of eye image, change layer mode to vivid light and cut out the eye.
  3. Apply an ellipse over the cornea of the eye and fill it with orange and paste in grass and landscape scene into the cornea. Change the image mode to overlay.
  4. Place window scene into a new layer and change image mode to hard light.
  5. Delete part of the vines from the window to personal taste.
- IMAGE IS COMPLETE.



1. Open up the 4 images in photoshop to make sure that there is enough overlap for them to be merged.
  2. Go to File > Automate > Photomerge and merge the images.
  3. Once the image is merged, crop the image using the crop tool.
  4. Now flatten the image together to remove merge lines.
  5. Adjust image contrast/brightness and hue/saturation if needed.
- IMAGE IS COMPLETE.

## Aging an Image



1. Open up image in photoshop.
  2. Create two new layers. In the first one add a layer of noise (Filter > noise > add noise) with an image mode of overlay. In the second one add a layer of difference cloud (Filter > Render > Difference Clouds) with an image mode of multiply.
  3. Create two more new layers. In the first add a layer of grain (Filter > Texture > Grain and select vertical grain) and select an image mode of multiply, change opacity to personal taste. In the second layer add hue/saturation Adjustments > Hue/Saturation) and adjust to image needs
- IMAGE IS COMPLETE.

Investigation Stage



**Investigating**  
In-depth  
focused  
investigation  
and analysis of  
material  
options and  
analysis for  
product use.  
(14)

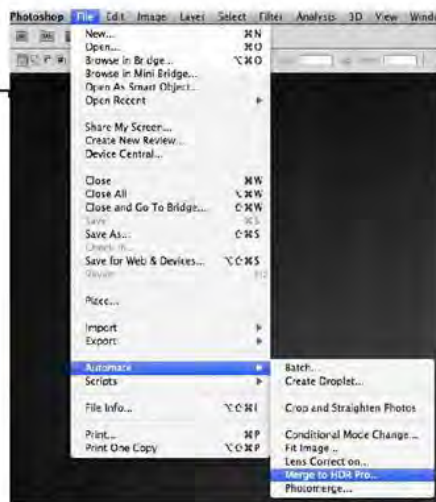


# Photoshop Image Manipulation.

HDR



1. Capture or create three images, taken in exactly the same position, one under exposed, one perfectly exposed and one over exposed.
2. Go to File > Automate > Merge to HDR Pro > Browse and select the three images needed.
3. Select a preset that best enhances the created image, then adjust the levels according to personal preference.
4. Click Ok and then the image will be created fully. IMAGE IS COMPLETE.



Investigation Stage

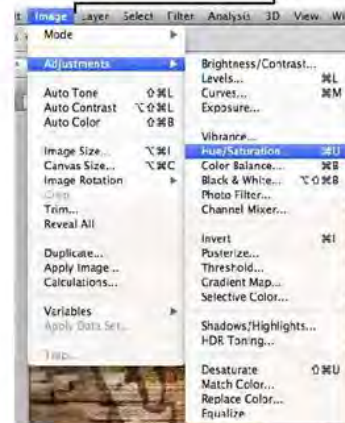


Image merge.

[Page 8]



1. Open an image, and cut out the section you wish to use.
2. Go to Image>Adjustment>Hue/Saturation and increase the saturation to 100%. Then do the same thing again, but this time reduce the saturation to -90%.
3. Next go to Image> Adjustment> Brightness/Contrast and set the brightness to +20 and the contrast to +65.
4. Now go to Filter>Texture>Mosaic Tiles and set the tile size to 30, Grout Width to 5 and Lighten grout to 7.
5. Next got to Filter>Texture>Texturizer and from the drop down texture menu select Brick and set the scaling to 175% and the Relief to 14.
6. Next create a new layer behind the original image.
7. Select your original image and set the layer blend to Vivid Light and change the opacity to suit.
8. Next select the smudge tool and gently smudge the hard edges of the original image. IMAGE IS COMPLETE.





# Illustrator Techniques.

Blueprint effect.



1. Create a text in Illustrator, Arial Black, 28.5 pt was selected above.
  2. Change the fill to white, and the stroke to blue with a stroke size of 5 pt.
  3. Now copy the text, and paste it directly above the original one, then inverse the colours so the fill is blue and then set the stroke to none.
  4. Next go to Effect > Stylize > Scribble, and change the settings to suit.
  5. Now use the Pen Tool to create the lines in and around the text for an added blueprint feel.
- IMAGE IS COMPLETE.

Investigation Stage

Photoshop. Image outlines.

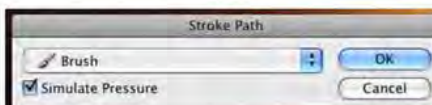


+ Image removed due to copyright.



1. Create a new document and place the photo you would like to use in it.
2. Now place the second image that you want to use to create the outlines with.
3. With the Pen tool, create a path around the desired figure.
4. Select the Brush tool and use an 8px for diameter.
5. Now right click the figure outline and go to Stroke path, a dialogue box will open, select brush and used Simulate Pressure.
6. With the figure selected, now go to Edit>Transform>Distort and move the vertices until the desired perspective.

IMAGE IS COMPLETE.



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## Summary Material Options.

Investigation Stage

For ACL: Materials Task Essay, I investigated the photographic printing techniques of hybrid, Inkjet and Offset printing. Within this task I focused on the impact the processes have on individuals and the environment. I have refined my investigation and have decided to create a calendar utilising the offset printing technique.

The company that I am going to use to print my calendar is . This involves a 11x17" Centre Spiral Bound, Low light HDR calendar with a Varnish finish with a titled that is yet to be decided. It will be presented to the client as a usable and practical calendar that can be used in an environment to plan and organise the target audiences time. The cost for the 11x17" Centre Spiral Bound calendar is \$40.90 with an additional cost of \$5.60 for the Varnish finish, this brings the total cost to \$46.50. The product has an approx. paper weight of 210 GSM and the turn around time for this product is 10 working days.

I have chosen this because it is simply the best that is available in this field. In terms of calendars, Picpress is leading the way in quality. The impact that this product should have on the target audience should be a positive one. The varnish finish has been selected because I believe that this will provide the best finish for the images and feel of this calendar. 11x17" has been selected because this meets the requirement of the brief of 13 landscape images. The impact of the bounding should be that it makes it easy to use yet still visually pleasing. The images should catch the attention of the audience and be aesthetically pleasing. The product will be available in September and December of 2011, on sale in newsagents, book shops and stalls in English speaking countries, placed on calendar racks at eye level so that the target audiences attention is easily attracted.

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# Summary of the Investigating stage.

Investigation Stage

When I was conducting investigation into existing products in the area of HDR calendars of abandoned places, I was unable to find anything that was available in this area. This is good because it means that I will have the only product of its kind on the market. David Hill was a strong inspiration for the creation of my calendar as I like the cereal look that his images hold. The typography on the album cover to "Watsky" by George Watsky has inspired me to create a text similar for my calendar. I plan to create the colour scheme for this calendar to suit each individual picture on each page.

The techniques that I have influenced me the most have been low light and long exposure photography and HDR photoshop editing. These two mediums compliment each other very strongly and work well together. They have a strong impact on the target audience because they are very attention grabbing and demand the audience to access what is going on in the image. The final product will include 13, Low light/Long exposure HDR photographs along with the presets that are available from . No changes have yet been made to the initial brief. My skills have improved in leaps and bounds due to the investigative stage, as at the beginning I had no idea what a HDR image was, i have learnt many photoshop techniques that will help me create better quality images, especially the use of the unsharp mask.

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**Investigating**  
Clear summary  
of previous  
investigation  
processes  
demonstrate  
sound  
analytical  
processes and  
skills.



# Photo Shoot Plan.

Images removed due to copyright

of Glenelg Jetty Road. It shows that the moon light will be coming in on a 45 degree angle to the right of where the camera will be positioned and that the camera will be facing down along the right edge of the jetty.

-  Square with black outline = Camera
-  Black line coming from camera = Direction of camera
-  Red line going from left to right = Direction of light
-  Gradient filled box = Car using headlights

Images removed due to copyright



## Abandoned Car Wash.

The image below is a google map view of an abandoned car wash found on henley beach road. There are three different sources of light falling on the subject in the form of street lights and that the camera should be placed around 10 metre away from the subject.



## Port Adelaide.

The image below is a google map view of an abandoned mechanic shop in Port Adelaide. There are three sources of light shining on the subject. The camera should be placed about 15 metres away from the subject to ensure the entire building is in frame.



Images removed due to copyright

## Alleyway.

The image to the left is a google map view of a graffitied alleyway in Woodville. There are no external sources of artificial light that fall on this subject, so a car will be positioned so that its headlights fall on the desired subject. The camera will be placed about 4-5 metres away from the subject

Planning Stage





# Production Plan.

Planning Stage

I have decided that for my major product I would like to create a low light HDR calendar of forgotten and abandoned places around Adelaide. This calendar will be printed using the Picpress process. The calendar will require 13 strong low light HDR images (1 for the front cover and 12 others, 1 for each month). All photos will need to be taken around dusk or after sunset each night in order to fill the requirements of the design brief. The images will be taken in a Raw format in order to achieve the best quality and Manual Shutter Speed, F-Stop, ISO and Focusing techniques will be used in order to capture the images and Adobe Photoshop will be used to create the HDR image.

In terms of typography I plan to investigate the text packs that are available on for the calendar layout. I will also look for a hand drawn, cartoon, playful kind of text to be placed on the front cover of the calendar and to be also placed on each image as a smart object to display the month. Adobe Illustrator will be used to create each individual text smart object and they will be of roughly a 20 point size font. If the right font is found then no editing will need to be applied to the font. The composition of the calendar will be decided by initially using concept sketches that will be influenced by my market research and also test mock ups that will be showed to the target audience to gain their opinions and feedback. The right file types will be selected and then editing will be done on screen by moving around and placing objects in the desired place.

The final product will be produced using the software that provide. The product will be tested using test prints before the final is sent off in order to make sure that the images have the desired look. The calendar will be printed in Melbourne using a offset printer and approximately 2 weeks will be required for this process. The final product will be able to be viewed like any normal calendar, hung on a wall that is easily accessible.

**Planning**  
Thoughtful analysis of information to develop appropriate solutions to identified design brief. (PL1)

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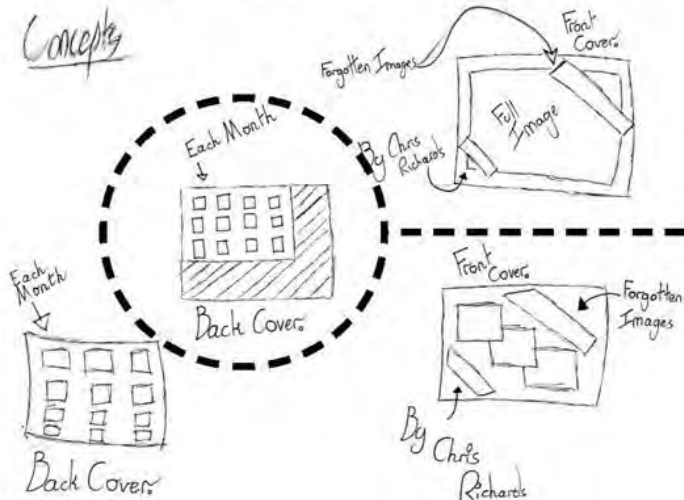


# Concept Sketches.

Concept creature.



Concept calendar layout front and back cover.



Colour could help with theme of calendar.

Concept calendar names.

Concepts [Forgotten Images] [Lost Scenes]  
 Could work well  
 [Forgotten Images] [Lost Images]  
 Good ring to it  
 Lost scenes  
 Forgotten Places  
 Forgotten Scenes  
 By Chris Richards

Planning Stage

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 KUSTOM

# Concept Sketches.

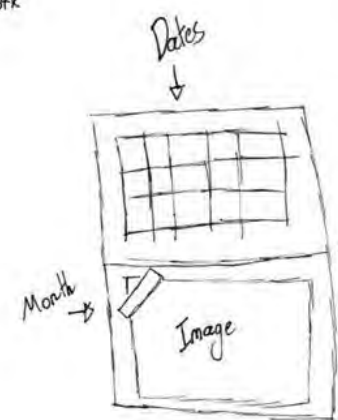
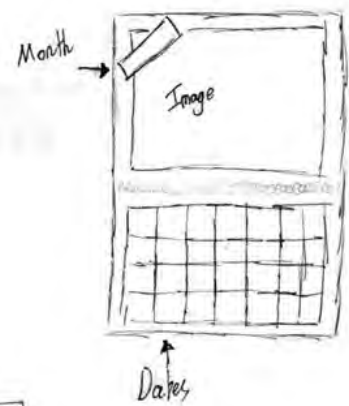
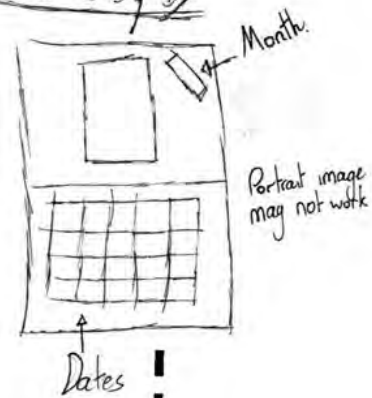
Planning Stage

Concept calendar layout.

Unsure if the month should stay on the image or whether to leave it with the months.

**Planning**  
Accomplished communication of a variety of refined product design ideas. (PL2)

Concepts



Portrait image may not work, too much empty space.





# Letter Form Analysis.

January  
December

C Rial Black

This text could be effective with the overall look of the calendar. Very likely to be selected.

January  
Homework Normal  
Decemeber

January  
December  
Handwriting Dakota

JANUARY  
DECEMBER  
PP Handwriting

January  
December

Brush Script Std.

This font could provide the calendar with a more formal feel .

January  
Decemeber

BodoniXT

The sharp edges of this font could work well with the boldness of the images. This text is under consideration.

JANUARY  
DECEMBER

BillieBoldHand

This font is to aggressive for the feel that is needed for the calendar.

JANUARY  
DECEMBER

Rosewood Std

JANUARY  
DECEMBER

Stencil Std

January  
December

Giddyup Std

January  
December

Chalkduster

JANUARY  
DECEMBER

BlairMdITC TT

January

December

Gorillaz 1

This font has to much of a childish feel to it.

Planning Stage





# Photo Shoot. Glenelg.



## Adelaide CBD.

Planning Stage

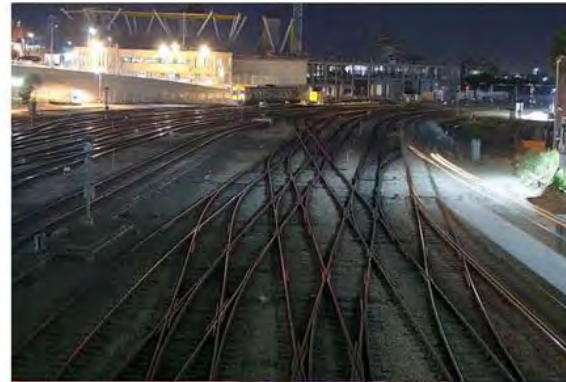
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# Photo Shoot.

## Term 1 Holidays.



## Term 2/3 Holidays.

Planning Stage

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# Digital Mock-ups & Refinement.

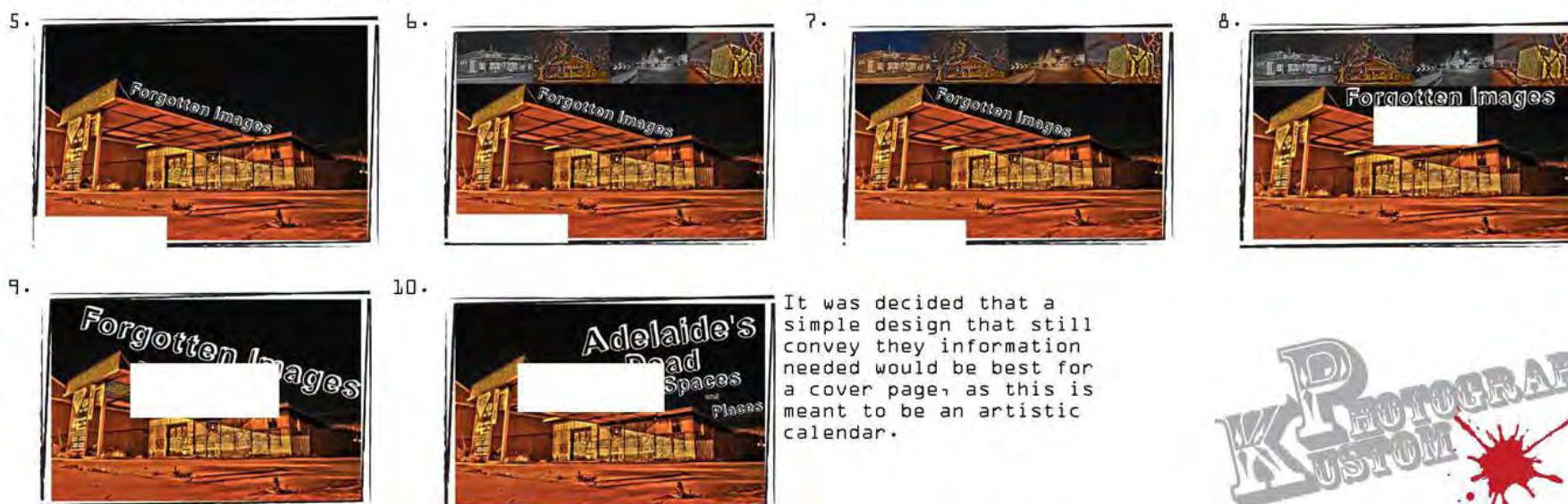
Planning Stage

## Initial Mock up. Front Cover.



The concept begins with a HDR image that had been considered acceptable for the calendar. A border that was created in Adobe Illustrator was then added to the outside. This was followed by a possible title for the calendar followed by the name of the photographer.

## Variations.



It was decided that a simple design that still convey they information needed would be best for a cover page, as this is meant to be an artistic calendar.

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Planning  
Purposeful  
testing,  
modification  
and validation  
of ideas. (PL3)



# Digital Mock-ups & Refinement.

## Initial Mock up. Back Cover.

The concept begins with the idea that all months need to be displayed on the back cover, it was decided that the lay out needed to be kept simple and just provide basic information. The evolution of the design is shown below, with the largest image being the final product.



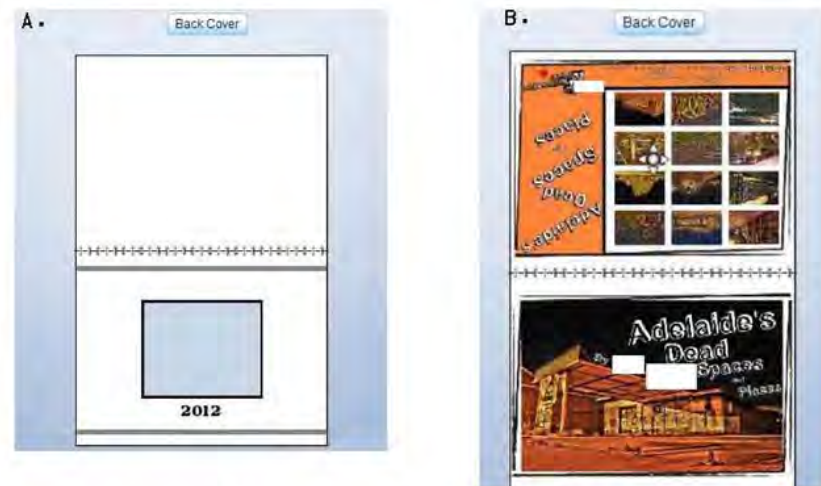
Planning Stage

KP PHOTOGRAPHY  
CUSTOM



# Digital Mock-ups & Refinement.

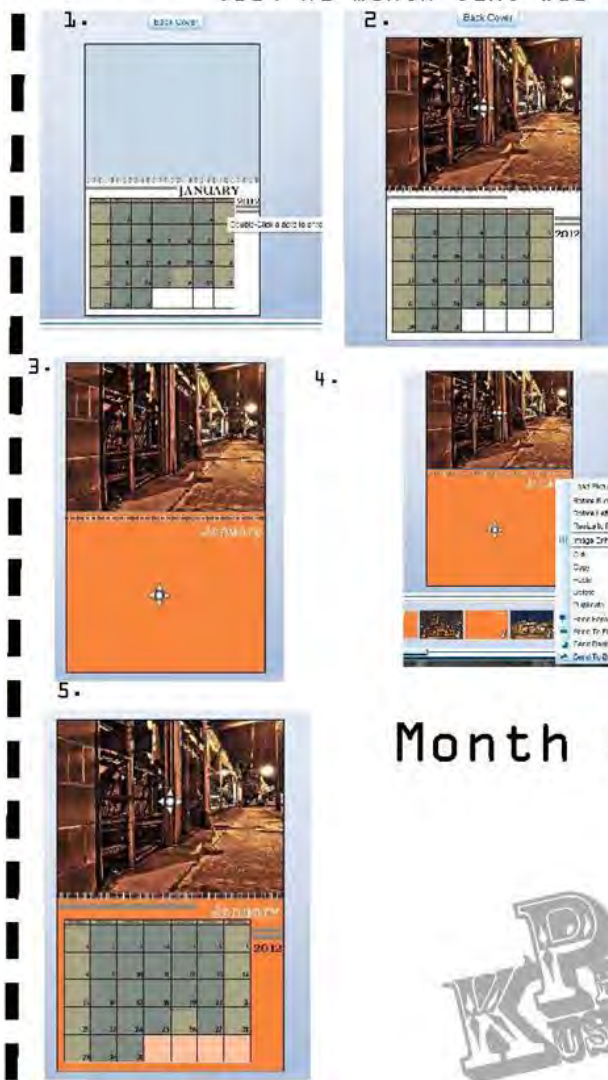
## Mock Up. Front Cover.



The above images show the creation of the front and back pages of the calendar in . The document started with a blank canvas as seen in image A, then the front and back covers that had been created in photoshop were placed in and moved into the correct position, as seen in image B.

Planning Stage

The above images show the creation of a month of the calendar in . The document started with a blank canvas as seen in image 1, then the desired image was placed onto the top half of the canvas, the month text was then deleted



and the year 2012 was moved as seen in image 2. In image 3 it can be seen that the desired background and month were placed onto the bottom half of the calendar, which was then sent to the back of the layer list as seen in image 4. The final product is seen as image 5.

## Month Layout.



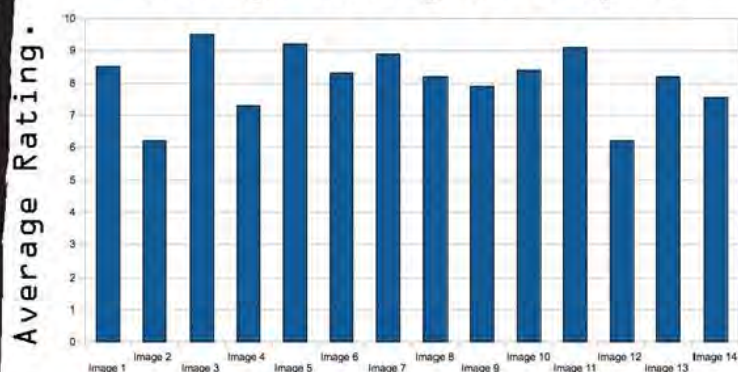


# Testing of Products.

In order to gain a better understanding about what types of images my target audience thought were appropriate for this calendar, I created a survey to find out their thoughts. The survey can be seen to the right of this text box. It was set up as a double sided A3 page containing 14 images that I felt would work well in the calendar as well as 7 potential titles for the piece. At this point I already had 4 images that I knew that I wanted to use in the calendar regardless of the target audiences perception of them, so the main aim of this survey was to narrow the 14 images down to 8.

The double sided A3 page was used in order to keep the images big enough for the target audience to be able to clearly see the images.

Average Rating of Images.

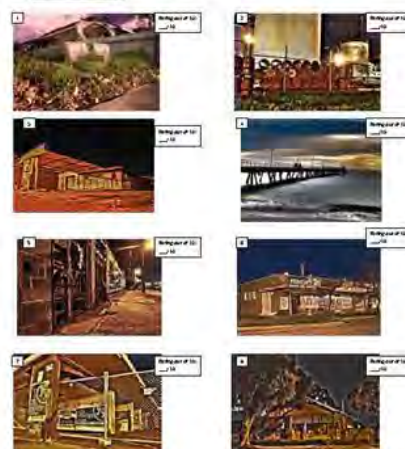


It can be seen above in the graph of the average rating of the images that images 1, 3, 5, 6, 7, 8, 10, 11 and 13 were rated the best by the target audience. These images will therefore be used in the final product.

It can also be seen in the graph of the average rating of the names that name 7, "Dead Space" was rated the best by the target audience. I feel that this name can be developed further to reflect the theme of the calendar a little better, but it will be incorporated in the final name of the product.

## Page 1. Design by Public Survey

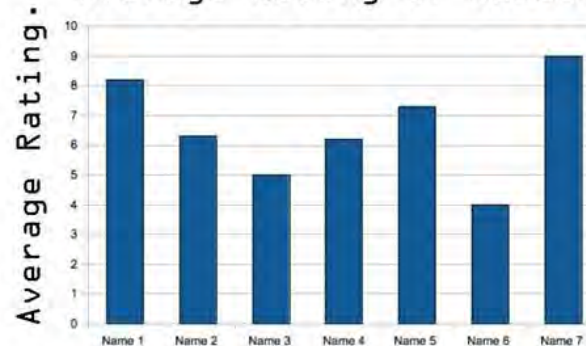
A report on the results of a public survey conducted to determine the most popular images and titles for a calendar. The survey was conducted by a group of students at a school in South Australia. The results are as follows:



## Page 2.



Average Rating of Names.



Planning Stage

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## File Types.

Many file formats use compression to reduce the file size of bitmap images. Lossless techniques compress the file without removing image detail or color information; lossy techniques remove detail. The following are commonly used compression techniques:

**JPEG (Joint Photographic Experts Group):** Joint Photographic Experts Group (JPEG) format is commonly used to display photographs and other continuous-tone images in hypertext markup language (HTML) documents over the World Wide Web and other online services. JPEG format supports CMYK, RGB, and Grayscale color modes, and does not support alpha channels. Unlike GIF format, JPEG retains all color information in an RGB image but compresses file size by selectively discarding data. A JPEG image is automatically decompressed when opened. A higher level of compression results in lower image quality, and a lower level of compression results in better image quality. In most cases, the Maximum quality option produces a result indistinguishable from the original.

**Photoshop format (PSD):** Photoshop format (PSD) is the default file format and the only format that supports most Photoshop features besides the Large Document Format (PSB).

**BMP:** BMP is a standard Windows image format on DOS and Windows-compatible computers. BMP format supports RGB, Indexed Color, Grayscale, and Bitmap color modes.

**GIF:** Graphics Interchange Format (GIF) is the file format commonly used to display indexed-color graphics and images in hypertext markup language (HTML) documents over the World Wide Web and other online services.

**PDF:** PDF files accurately display and preserve fonts, page layouts, and both vector and bitmap graphics.

**TIFF:** Tagged-Image File Format (TIFF) is used to exchange files between applications and computer platforms.

## Software Types.

Adobe Creative Suite (CS) is a collection of graphic design, video editing, and web development applications made by Adobe Systems. The collection consists of Adobe's applications (e.g., Photoshop, Acrobat, InDesign), that are based on various technologies (e.g., PostScript, PDF, Flash). The latest version, Adobe Creative Suite 5.5 (CS5.5), was released on April 12, 2011.

Brief descriptions of the applications in the various Adobe Creative Suite editions:

**Adobe Acrobat** is a software family dedicated to Adobe's Portable Document Format (PDF):

- Adobe Acrobat Standard, Adobe Acrobat Professional, and Adobe Acrobat Professional Extended all allow for the creation of PDF files.
- Adobe Reader, a free software application which allows the reading of PDF files.

**Adobe Bridge** is an organizational program. Its primary purpose is to link the parts of the Creative Suite together using a format similar to the file browser found in previous versions of Adobe Photoshop.

**Adobe Illustrator** is a vector graphics editor.

**Adobe InDesign** is a desktop publishing application.

**Adobe Photoshop** is a raster-graphics editor (with significant vector graphics functionality).

Planning Stage





# Image Resolution.

## UNDERSTANDING IMAGE SIZE AND RESOLUTION

### Pixel dimensions and image resolution

The number of pixels along the height and width of a bitmap image is called the pixel dimensions of an image.

The resolution of an image is determined by the number of pixels per inch (ppi) printed on a page. In Photoshop, you can change the resolution of an image. In ImageReady, the resolution of images is always 72 ppi, to optimize the images for online media.



### Example of an image at 72-ppi and 300-ppi

When printed, an image with a high resolution contains more, and therefore smaller, pixels than an image with a low resolution. Higher-resolution images can reproduce more detail and subtler color transitions than lower-resolution images because of the density of the pixels in the images. High-quality images often look good at any print size.

You can't improve a lower-quality image by printing it at a high resolution. Changing the print resolution of an image simply makes each pixel larger, which results in pixelation--output with large, coarse-looking pixels. Increasing the print resolution of an image doesn't add any pixel information to the image. You can make a low-resolution image look its best by picking a print size that makes the most of the pixels it has. For more information on print resolution, see Printer resolution.

It's important to note that video files are displayed only at 72 ppi. Even if an image has a higher resolution than 72 ppi, when it's displayed in a video editing application, the quality may not look very good.

**File size:** The file size of an image is the digital size of the image file, measured in kilobytes (K), megabytes (MB), or gigabytes (GB). File size is proportional to the pixel dimensions of the image. Images with more pixels may produce more detail at a given printed size, but they require more disk space to store and may be slower to edit and print. Image resolution thus becomes a compromise between image quality (capturing all the data you need) and file size.

**Printer resolution:** Printer resolution is measured by the number of ink dots per inch (dpi) produced by all laser printers, including imagesetters. (See Preparing images for press).

**Changing image size and resolution:** Once you have scanned or imported an image, you may want to adjust its size. In Photoshop, the Image Size dialog box lets you adjust the pixel dimensions, print dimensions, and resolution of an image; in ImageReady, you can adjust only the pixel dimensions of an image.

Planning Stage





## Summary of the Planning stage.

The planning stage was very beneficial as it allowed me to finalise my design for the final product. The best characteristics of the concept sketches were at they were simple. It is important to keep the design of this calendar simple as it is designed to be a high end art piece and not for mass distribution. Photo shoots have been conducted all around the city of Adelaide. This was done to display the different areas of the beautiful city. Letterform was selected based on the fact that it was simply aesthetically pleasing and had the ability to connect with the images while still capturing the target audiences attention.

Planned photo shoots helped develop solutions to the design brief as plans could be made as to what needed to be shot. To develop a better solution to the design brief, given more time, another survey of the target audience, this time on the different calendar front and back covers. No changes have been made to the initial brief.

The best qualities of the photographs that I have captured would be the of the unique nature of the images as well as the diverse range of subjects they contain. The worst qualities would have to be the limitations that have come due to the only being able to use an 18-55mm lens. The use of a small lens was a limitation due to the fact that shots could be pre-visualise, but due to inaccessibility to the areas that they could be found, the desired image could not be captured.

The final product will be a lowlight HDR calendar of the abandoned and forgotten places in Adelaide. The client should be happy with the product design ideas as they fulfil the requirements of the design brief. The techniques that will have the most significant impact on the target audience would have to be the use of the Merge to HDR tool in Photoshop, along with the use of an Unsharp Mask.

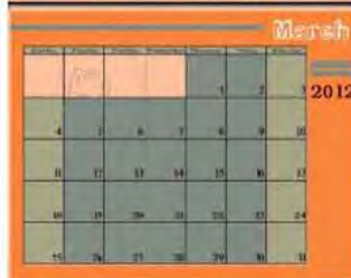
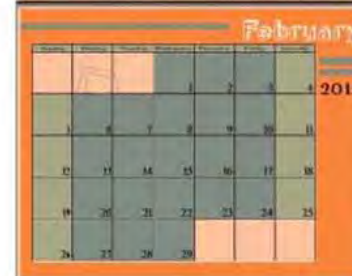
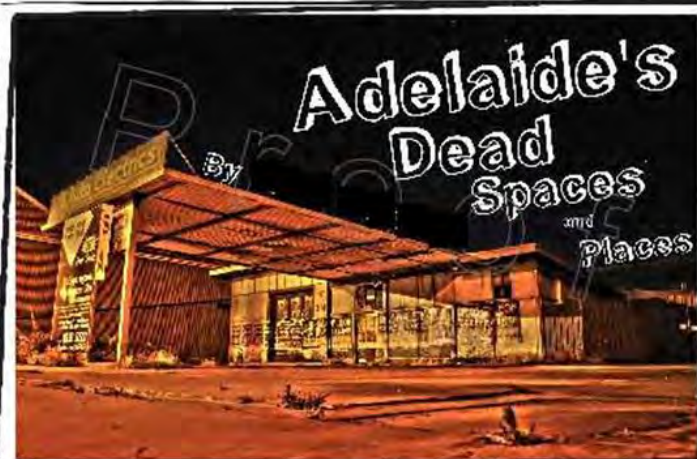
In result of testing the product, the image that I would use as my front cover was discovered, as well as eliminate a few photos from possible selection as they did not fulfil the requirements of the design brief due to various reasons. Another result was that the planned name of the calender change.

Planning Stage

KP PHOTOGRAPHY  
KUSTOM



# Final Presentation.



Evidence of completed product provided to support the evaluation.





May 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



June 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



July 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



August 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



September 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



October 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Final Presentation.

KP PHOTOGRAPHY  
CUSTOM



# Final Presentation.



November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



December 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Adelaide's  
Dead  
Spaces  
and  
Places

KP PHOTOGRAPHY  
CUSTOM

Contact on:





# Evaluation.

Throughout the entire project the main aim has been to follow the design brief as closely as possible. This has been done in order to meet the communication need and get the necessary information to the target audience. The final product is aimed perfectly at the target audience of 18-60 year olds with its stylish text and stunning images. The constraints of the design brief have been adhered to on and overall the final product has been produced to the highest quality. The initial requirements of the design brief have not been changed at all during the process of creating the final product. The client should be happy with the final product as it follows the design brief as closely as possible while still holding to the selected theme.

The most successful part of the design process were the use of concept sketches as from them I was able to gain a clear mental visualisation of what I wanted the final product to look like. The least successful part of the design process were the technical limitations that came from restricted access to photographic equipment, e.g. only have an 18-55mm lens. The most difficult part of the production stage was when it came to selecting what images would be in the final product and the easiest part was capturing and creating the actual images. All aspects of the design process were explored evenly and to the greatest extent.

I am very happy with the materials choice, as the calendar that was created by \_\_\_\_\_ is of the highest quality and printed to the best standards. The final product ended up costing around \$50, this is quite cheap considering the quality of the final product that has been created and was definitely worth the financial cost. There doesn't seem to be too great a difference between the on screen and printed results, this is good because a loss of quality would have resulted in a loss of value in the piece. More research could have been done into possible companies that are able to create the final product as the software that is used by Picpress did have some technical problems that resulted in my product file being corrupted and the product having to be started again. The selected theme is quite unique and I am pleased to know that there is not another HDR calendar of lost and abandoned places on the market.

The final product does successfully communicate with the target audience through the use of extravagant texts and unique images. The product will be incredibly effective in context as it is attention grabbing and accessible. The only negative impact of the final product would be the negative environmental impacts that come from the chemicals used to create the product, and the use of fossil fuels to transport the product to and from Melbourne where it was printed.

## Additional Comments:

This folio is a B+ grade.

This folio did not address criteria I5 and E4, investigation into the impacts of the product on or processes on individuals, society and/or the environment.

**Evaluating**  
Well-considered evaluation of product success against design brief requirements. (E1)

**Evaluating**  
Well-considered and detailed evaluation of the effectiveness of the product or system realization process. (E2)

**Evaluating**  
Considered reflection on materials and procedures. (E3)





## Performance Standards for Stage 2 Design and Technology

	Investigating	Planning	Producing	Evaluating
<b>A</b>	<p>Clear, comprehensive, and well-considered identification of a need, problem, or challenge.</p> <p>Thorough and insightful creation and validation of initial design brief based on needs analysis and task identification.</p> <p>Purposeful investigation and critical analysis of the characteristics of a broad variety of existing products, processes, systems, and/or production techniques.</p> <p>In-depth investigation into product material options and focused and thorough critical analysis for product use.</p> <p>Focused and perceptive investigation into the impact of products or systems on individuals, society, and/or the environment.</p>	<p>In-depth analysis of information to develop imaginative, innovative, and enterprising solutions to an identified design brief.</p> <p>Accomplished communication of a variety of refined product design ideas, consistently using relevant technical language.</p> <p>Purposeful testing and refined modification and validation of ideas or procedures.</p>	<p>Sophisticated application of appropriate skills, processes, procedures, and techniques to create a product or system to a precise or polished standard and specification.</p> <p>Accomplished use of resources, equipment, and materials to create a product or system safely and accurately.</p> <p>Accomplished and resourceful development of solutions to technical problems that may arise during product or system realisation.</p>	<p>Insightful and well-considered evaluation of product success against design brief requirements.</p> <p>Insightful and detailed evaluation of the effectiveness of the product or system realisation process.</p> <p>Refined and well-considered reflection on materials, ideas, and procedures, with sophisticated recommendations.</p> <p>Resourceful and well-informed analysis of the impact of the product or system on individuals, society, and/or the environment.</p>
<b>B</b>	<p>Well-considered identification of a need, problem, or challenge.</p> <p>Well-considered creation and validation of an initial design brief based on needs analysis and task identification.</p> <p>Thoughtful investigation and analysis of the characteristics of a variety of existing products, processes, systems, and/or production techniques.</p> <p>Detailed investigation into product material options and thorough analysis for product use.</p> <p>Some depth of investigation into the impact of products or systems on individuals, society, and/or the environment.</p>	<p>Thoughtful analysis of information to develop enterprising solutions to an identified design brief.</p> <p>Capable communication of different quality product design ideas using relevant technical language.</p> <p>Thoughtful testing, modification, and validation of ideas or procedures.</p>	<p>Capable application of appropriate skills, processes, procedures, and techniques to create a product or system to a mostly precise or polished standard and specification.</p> <p>Capable use of resources, equipment, and materials to create a product or system safely and mostly accurately.</p> <p>Thoughtful development of solutions to technical problems that may arise during product or system realisation.</p>	<p>Well-considered evaluation of product success against design brief requirements.</p> <p>Well-considered and detailed evaluation of the effectiveness of the product or system realisation process.</p> <p>Well-considered reflection on materials, ideas, and procedures, with thoughtful recommendations.</p> <p>Well-informed analysis of the impact of the product or system on individuals, society, and/or the environment.</p>



	Investigating	Planning	Producing	Evaluating
<b>C</b>	<p>Considered identification of a need, problem, or challenge.</p> <p>Considered creation and validation of an initial design brief based on needs analysis and task identification.</p> <p>Competent investigation of the characteristics of some existing products, processes, systems, and/or production techniques.</p> <p>Competent investigation into product material options and analysis for product use.</p> <p>Generally thoughtful investigation into the impact of products or systems on individuals, society, and/or the environment.</p>	<p>Analysis of information to develop appropriate solutions to an identified design brief.</p> <p>Competent communication of product design ideas using appropriate technical language.</p> <p>Competent testing, modification, and validation of ideas or procedures.</p>	<p>Competent application of skills, processes, procedures, and techniques to create a product or system to an appropriate standard and specification.</p> <p>Competent use of resources, equipment, and materials to create a product or system safely and generally accurately.</p> <p>Development of appropriate solutions to technical problems that may arise during product or system realisation.</p>	<p>Considered evaluation of product success against design brief requirements.</p> <p>Considered evaluation of the effectiveness of the product or system realisation process.</p> <p>Considered reflection on materials, ideas, and procedures, with appropriate recommendations.</p> <p>Informed analysis of the impact of the product or system on individuals, society, and/or the environment.</p>
<b>D</b>	<p>Identification of a basic need, problem, or challenge.</p> <p>Creation of a basic initial design brief with some consideration of a needs analysis.</p> <p>Identification of the characteristics of some existing products, processes, systems, or production techniques.</p> <p>Some basic description of material options.</p> <p>Some description of the impact of products or systems on individuals, society, or the environment.</p>	<p>Some identification of information to attempt basic solutions to an identified design brief.</p> <p>Basic communication of some product design ideas with some use of appropriate technical language.</p> <p>Partial testing and some modification of ideas or procedures.</p>	<p>Partial application of skills, processes, procedures, and techniques to make one or more articles to a limited standard and specification.</p> <p>Some use of basic resources, equipment, or materials to create a product or system, with some consideration of safety aspects.</p> <p>Partial development of some basic solutions to technical problems that may arise during product or system realisation.</p>	<p>Description of product progress, with elements of basic testing against design brief requirements.</p> <p>Some description of the effectiveness of the product or system realisation process.</p> <p>Superficial reflection on or description of materials, ideas, or procedures, with basic recommendations.</p> <p>Some consideration of the impact of the product on individuals, society, or the environment.</p>
<b>E</b>	<p>Limited identification of a need, problem, or challenge.</p> <p>Creation of a very basic initial design brief, with support.</p> <p>Statement of one or more characteristics of an existing product, process, system, or production technique.</p> <p>Limited description of one or more product material options.</p> <p>Identification of one impact of a product or system on individuals, society, or the environment.</p>	<p>Attempted identification of some information to develop limited solutions to an identified design brief.</p> <p>Limited communication of one or more product design ideas.</p> <p>Some attempt at testing and limited modification of an idea or procedure.</p>	<p>Attempted application of one or more skills, to follow an appropriate process, procedure, or technique.</p> <p>Attempted use of resources, equipment, or materials, with emerging awareness of safety issues.</p> <p>Some attempted description of problems that may arise during product or system realisation.</p>	<p>Identification of some product progress, with limited testing.</p> <p>Identification of some aspects of the effectiveness of the product or system realisation process.</p> <p>Identification rather than description of materials, ideas, or procedures, with one or more recommendations.</p> <p>Emerging recognition of one or more of the impacts of the product on individuals, society, or the environment.</p>

#### Additional Comments:

This folio is a B+ grade.

This folio did not address criteria I5 and E4, investigation into the impacts of the product on or processes on individuals, society and/or the environment.